



## ***SUCCESSION PLANNING***

# AGENDA

**Introductions**

**What keeps  
you up at  
night?**

**Reality**

**Options**

**Prescription**

**Case Studies**

**Questions?**

# **INTROS**

**SCOTT REED**

**NORTHWESTERN MUTUAL-  
WEALTHPOINT**

**TODD ORG**

# OUR TEAM



**NM National  
Strength**

**Local NM  
Advisors**

# WHY OUR TEAM?

**Alignment:** We are Business Owners helping Business Owners. We listen with empathy.

*Local-* We have a local office invested in the community, great partners like Mid Oregon CU

*Regional-* Our team works with employers across the NW, accessing experts across all disciplines.

*National-* Northwestern Mutual has the top financial strength ratings, and a history of keeping commitments.

Mutuality

Long-term Value

Trust

**WHAT KEEPS YOU UP AT NIGHT?**

# TROUBLE SLEEPING?

- RETIREMENT? FUNDING? MARKET RISK? HOW LONG WILL I LIVE?
- LONGEVITY DO WE HAVE THE PEOPLE/PROCESSES TO GUARANTEE THE BUSINESS CONTINUES WITHOUT ME?
- RELATIONSHIPS IS THERE A WAY TO HONOR ALL OF THOSE WHO HAVE SUPPORTED/INVESTED? HOW WILL MY DECISIONS IMPACT EACH?
- LEGACY IS THERE A WAY TO MONETIZE AND CONTINUE THE LEGACY WE STARTED?
- WHO DO I TRUST? IT SEEMS EVERYONE HAS AN AGENDA- ATTORNEY? CPA? FINANCIAL ADVISOR? EVEN FAMILY...

**WHAT KEEPS YOU UP AT NIGHT???????**



# THE REALITY:

**3 million Business Owners in the same boat- (mostly Boomers) need to monetize a business in next 5 years to achieve financial dreams; most realize that skills in building a business don't easily translate to succession planning. Why?**

**\*Complex**

**\*Impacts so many**

**\*too much noise**

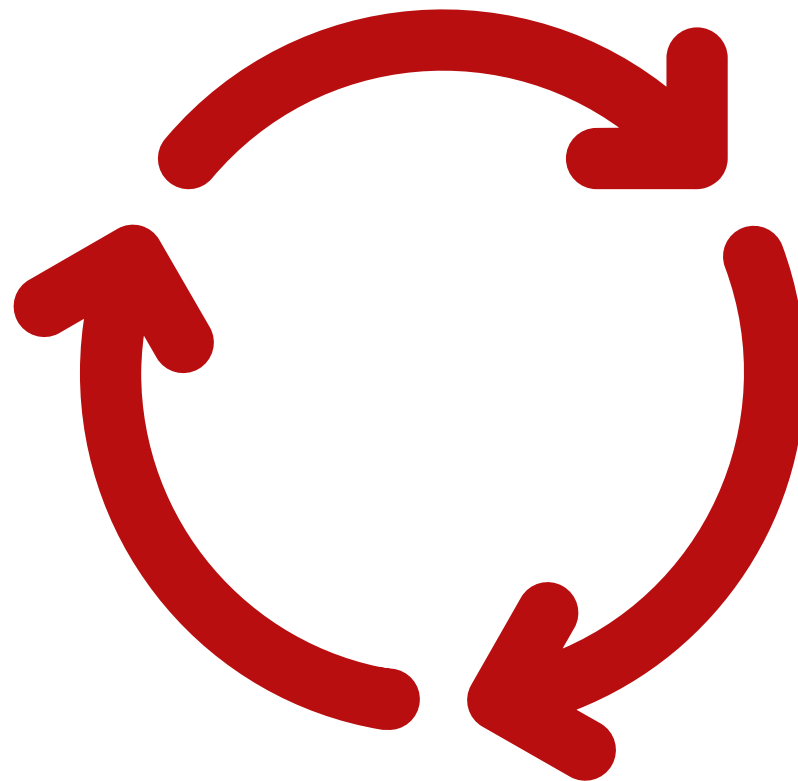
**\*You have an overwhelming job already**

**3% of family businesses survive to third transition**

**70% of Third-party sales fail**



**DO WE  
REALLY NEED  
TO ACT?**



# OPTIONS

## Do nothing

- **Failing to plan is a plan by default**

## Give the business

- **Tax and relational consequences**

## Sell the business

- **Benefit all?**
- **Walk away?**
- **Legacy?**
- **Horror stories**

**RX**

**WHAT CAN WE DO TO SLEEP AT NIGHT?**



# PROCESS

**FACT FINDING DEEP DIVE**

**DECISION-MAKING PROCESS WITH ALL STAKEHOLDERS- PERSONAL GOALS AND BUSINESS FUTURE**

**MUTUAL DETERMINATION OF WHICH EVENTS BEST FIT GOALS- MODELING OF OUTCOMES AND IMPACT OF DECISIONS**

**EXECUTION PLAN- INCLUDING MAXIMIZING VALUE**

**ALIGNMENT OF ALL ADVISORS TO CHOSEN OUTCOMES**

# CHOICES...

**Gift**

**Third Party  
Sale**

**301  
redemption**

**ESOP**

**IPO**

**Cash Flow**

**Die in the  
chair**

# **FAQ**

**HOW SOON SHOULD I START TO PLAN?**

**HOW LONG IS THE PROCESS?**

**WHAT IS THE COST?**

**WHERE DO I START?**



# TOOLS

- **Deep Dive**
- **Surveys**
- **Initial Valuation**
- **Education**
- **Examples**
- **Wealthpoint**
- **Team- CPA, Attorneys, Lenders, Wealth Managers, Insurers**



## **SCENARIOS?**

**BEND BUSINESS**

**EUGENE MANUFACTURER**

**FARM FAMILY**

**UTILITY CONTRACTOR**

**SPORTS FIELD CONSTRUCTION**

## **QUESTIONS?**



## **NEXT STEPS?**

**“BEGIN WITH THE END IN MIND”**

**THANK YOU!**



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